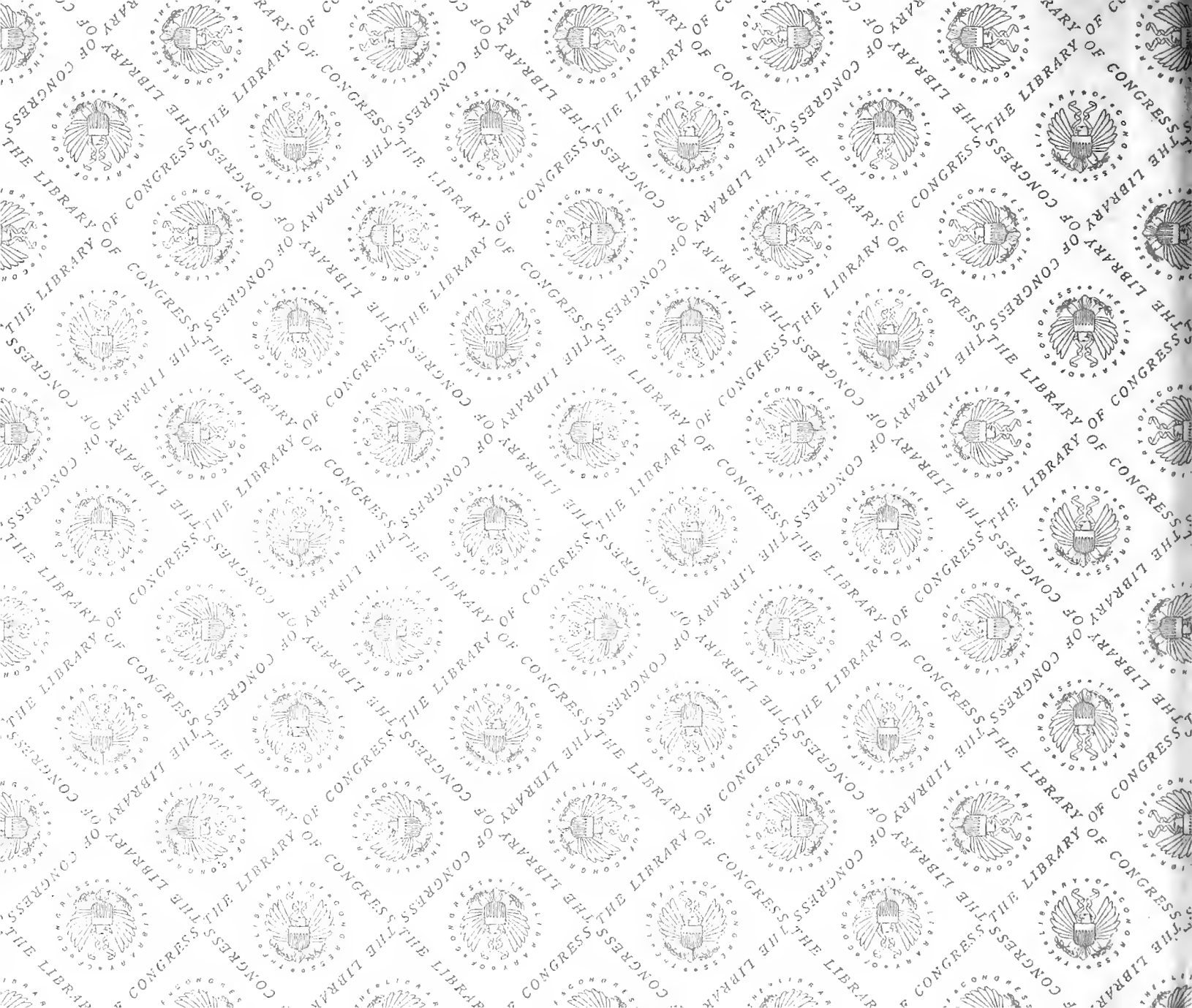
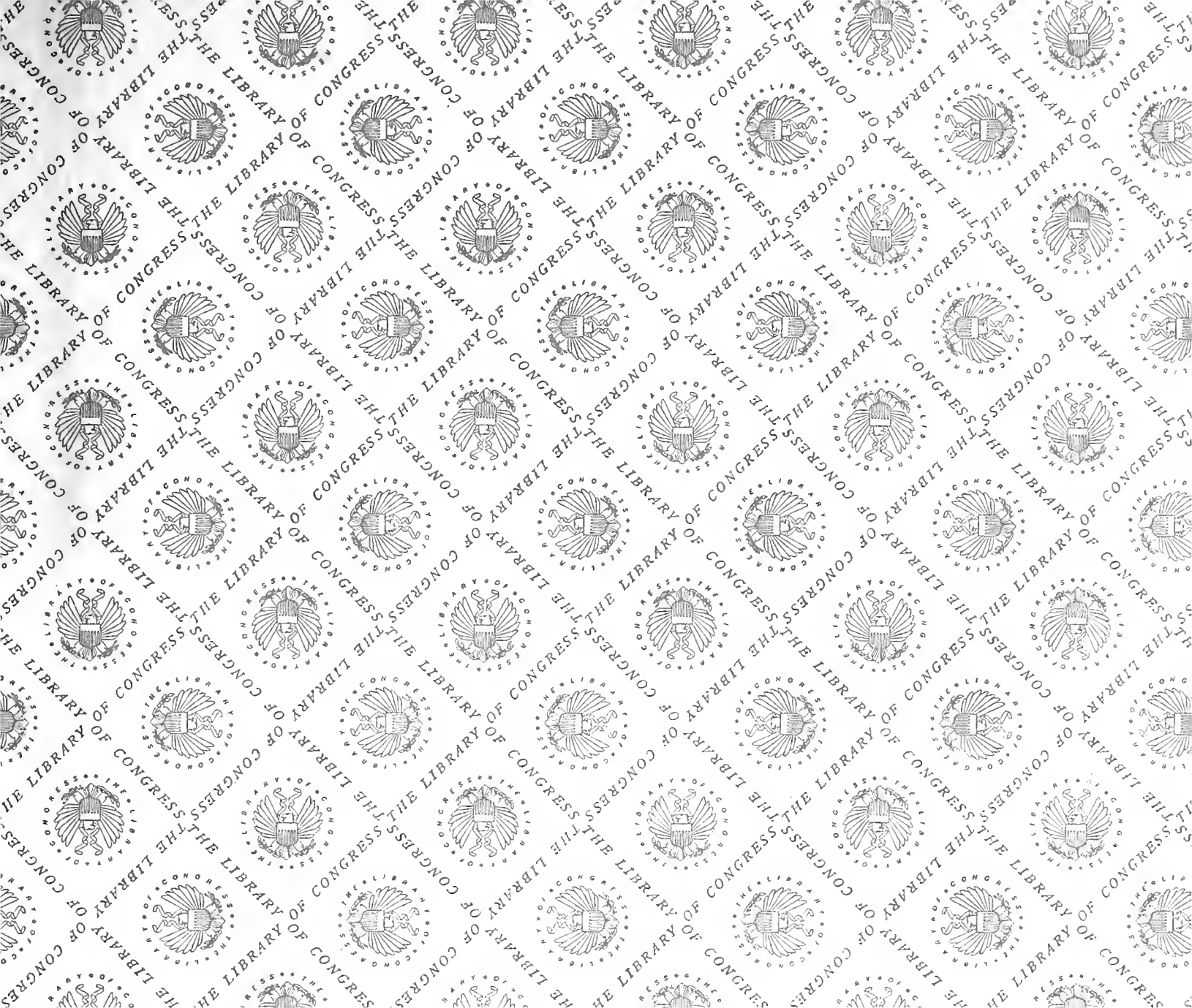
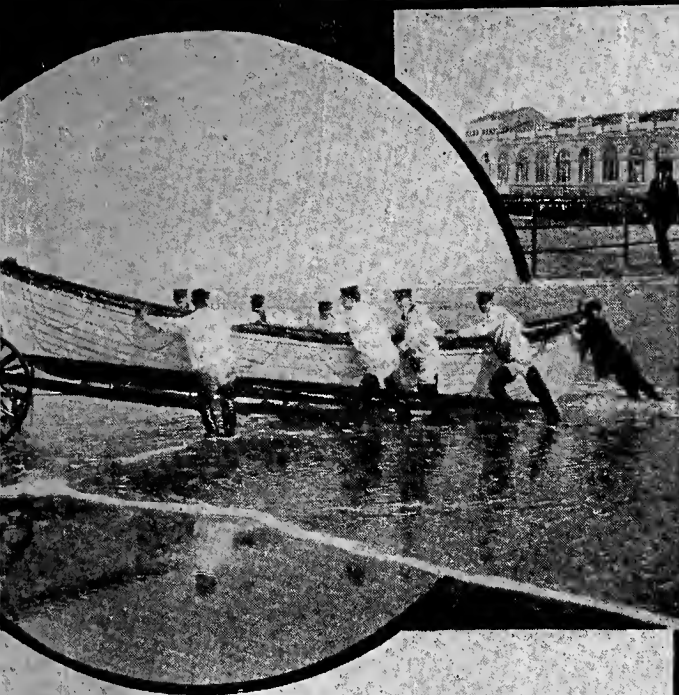


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Views *of* Atlantic City.



NIGHT ON THE BOARDWALK.

LOOKING SOUTH FROM STEEL PIER SHOWING HOW BRILLIANTLY THIS FAMOUS PROMENADE IS LIGHTED AT NIGHT

By transfer

FEB 5 1913

GE.G. J.E. 1113

ATLANTIC CITY



HERE a ceaseless throng does homage to a ceaseless sea. All the year through are travelers from far and near seeking the perennial virtues of Atlantic City. Even in mid-winter—in a latitude decidedly northern—the God-given Gulf Stream tempers the wind and wave to the healthful benefit of invalid thousands. But summer—mid-summer—is the season of all seasons at Atlantic City. There is no doubt that this resort stands pre-eminent in all the world for bathers—evidenced by the vast multitude disporting along the Beach every pleasant day in summer—in and out among the white-capped breakers. Then the Boardwalk, the idea of which originated at Atlantic City, was indeed a happy thought—beyond question the right thing in the right place. It is a broad promenade, from 30 to 60 feet in width, extending on one level from the "Inlet" to "Ventnor"—a distance of nearly seven miles. Flanked on the land side by an almost continuous line of shops, theatres and hotels—on the other stretches the Beach with the ocean beyond, broken only by several immense steel and concrete piers used exclusively for the housing of varied amusement enterprises.

Atlantic City is a safe and delightful summer resort for children. Nothing like digging into the mysterious sand, hunting for odd bits of shell, or pretty rounded pebbles, and paddling around in the shoal water to put the bloom of health on youth's young cheek.

In many seaside resorts sanitary conditions are an afterthought, if thought of at all, but here they have been a primary consideration—the result being a perfect system of drainage which keeps the bathing water pure and free from refuse—while artesian wells, some of them 1,000 feet deep, together with natural springs on the mainland, provide pure water for drinking purposes.

Atlantic City was incorporated as a city in 1855, with a population of 250 souls. It now has a permanent population of 45,000, expanding in summer to nearly ten times that number. The property valuation is over \$100,000,000—land on the ocean front being worth \$2,000 a front foot. The first hotel was built here in 1812—there are now over 1,000 hotels and boarding houses.

Fast trains from New York (3 hours distant) and Philadelphia (1 hour away) offer luxurious and rapid transportation from the great cities.

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EASTER PARADE ON THE BOARDWALK

Throngs of people from New York, New Jersey and Pennsylvania visit Atlantic City on Easter Sunday each year, at which time the hotels are taxed to their utmost capacity.



EASTER PARADE, LOOKING SOUTH FROM STEEL PIER

Probably no promenade in America ever holds such a mass of humanity as the Boardwalk at Easter time. For nearly three miles the crowd is as compact as here shown, and it stretches in but slightly lessened mass the entire length of seven miles.



RESIDENCE OF CAPTAIN YOUNG

This unique and beautiful building is located about midway down the Pier. A beautiful lawn adorned with flower beds and statuary surrounds the house.



YOUNG'S MILLION DOLLAR PIER

Built of reinforced concrete, and is nearly one-half mile in length. Contains numerous amusement features—concert hall, aquarium, theatre, wireless telegraph station, wave motor, etc.



THE BLENHEIM.

This palatial structure is the newer part of the "Marlborough-Blenheim," and is one of the most beautiful and pretentious hotel edifices in Atlantic City. The material used is concrete, decorated with panels and relief work in harmonious colors—the whole making an extremely attractive architectural effect.



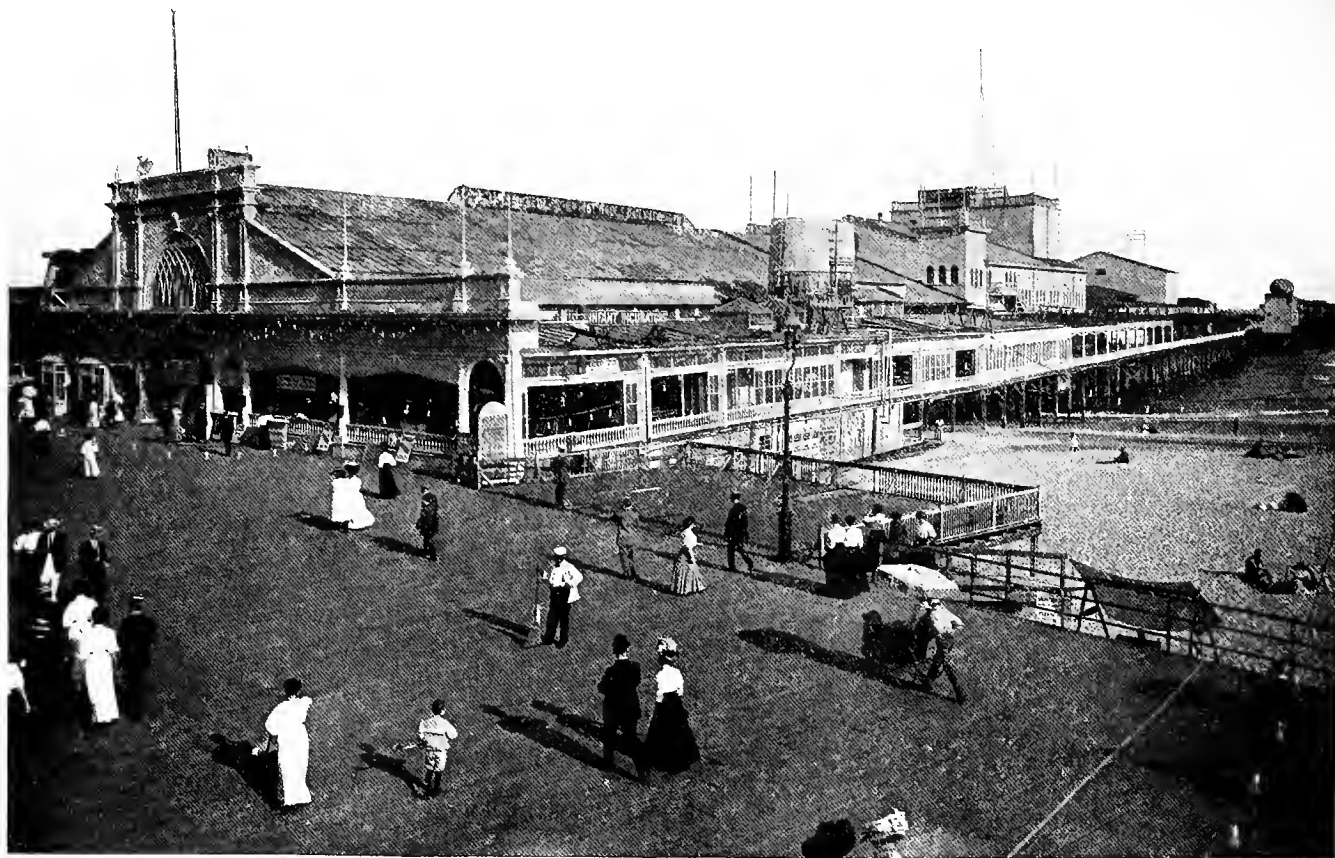
THE BRIGHTON

Located at Indiana Avenue and the Beach, it sets well back from the Boardwalk surrounded by beautiful lawns and approaches, and presents a most hospitable appearance. The Brighton Casino, attached to this house, contains a swimming pool, bowling alley, concert and dance hall and other attractive features.



THE NEW TRAYMORE

Located at Illinois Avenue and Boardwalk, this building occupies a commanding position on the Beach Front. Its magnificent new facade of brick and sandstone adds the finishing touch to this great hostelry, one of the largest and best equipped in Atlantic City.



YOUNG'S OCEAN PIER

Nearly 2,000 feet long. Contains numerous amusement features, including an immense roller-skating rink, auditorium, theatre, net-hauling apparatus, etc.



NET HAUL—YOUNG'S PIER

Throughout the year at 11.30 A. M. and 4 P. M. there are net hauls on the end of Young's Pier. A double gallery enables large crowds of people to witness these events which are particularly interesting. A great variety of fish common to these waters are brought up each day. The best specimens are preserved in the Aquarium on the Pier.



A PORTION OF THE BEACH FRONT

Showing the masses of sea sand which the action of the water is constantly depositing on the shores. The shore line at Atlantic City is changing from year to year because of the enormous deposits of sand left by each retreating tide.



CHALFONTE HOTEL

North Carolina Avenue and Boardwalk. This is a fire-proof structure of brick and steel. From its verandas and private rooms may be obtained an unobstructed view of the ocean to the distant horizon.

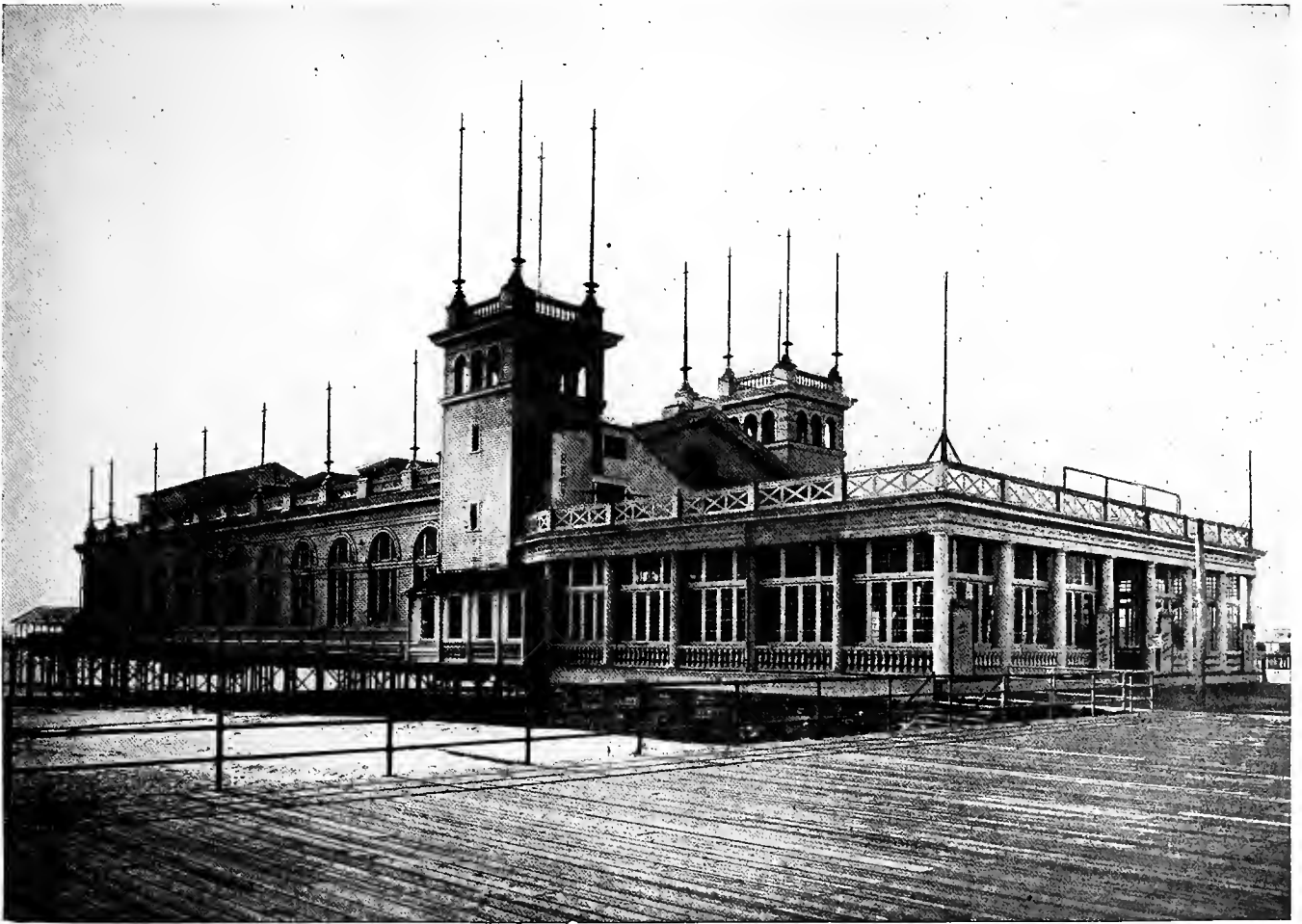


THE STEEPLCHASE PIER AND BOARDWALK

This view gives an impression of the great breadth of the Boardwalk which is never entirely free from travel night or day, winter or summer.

WATCHING THE BATHERS (Young's Ocean Pier in the background)

During the bathing season the outer edge of the Boardwalk is always lined with thousands of persons watching the army of bathers.



STEEPLECHASE PIER

This is one of the most popular resorts for youngsters who never tire of doing the various stunts offered by the management, among which are the Moving Stairs, Human Roulette, and Human Niagara, providing no end of enjoyment.



THE BATHING HOUR AT ATLANTIC CITY

During the warm summer months the entire Beach passes into the possession of the bathers of which there are many thousands each day. Reclining chairs and shelters are placed at intervals along the Beach.



THE BEACH AND BOARDWALK

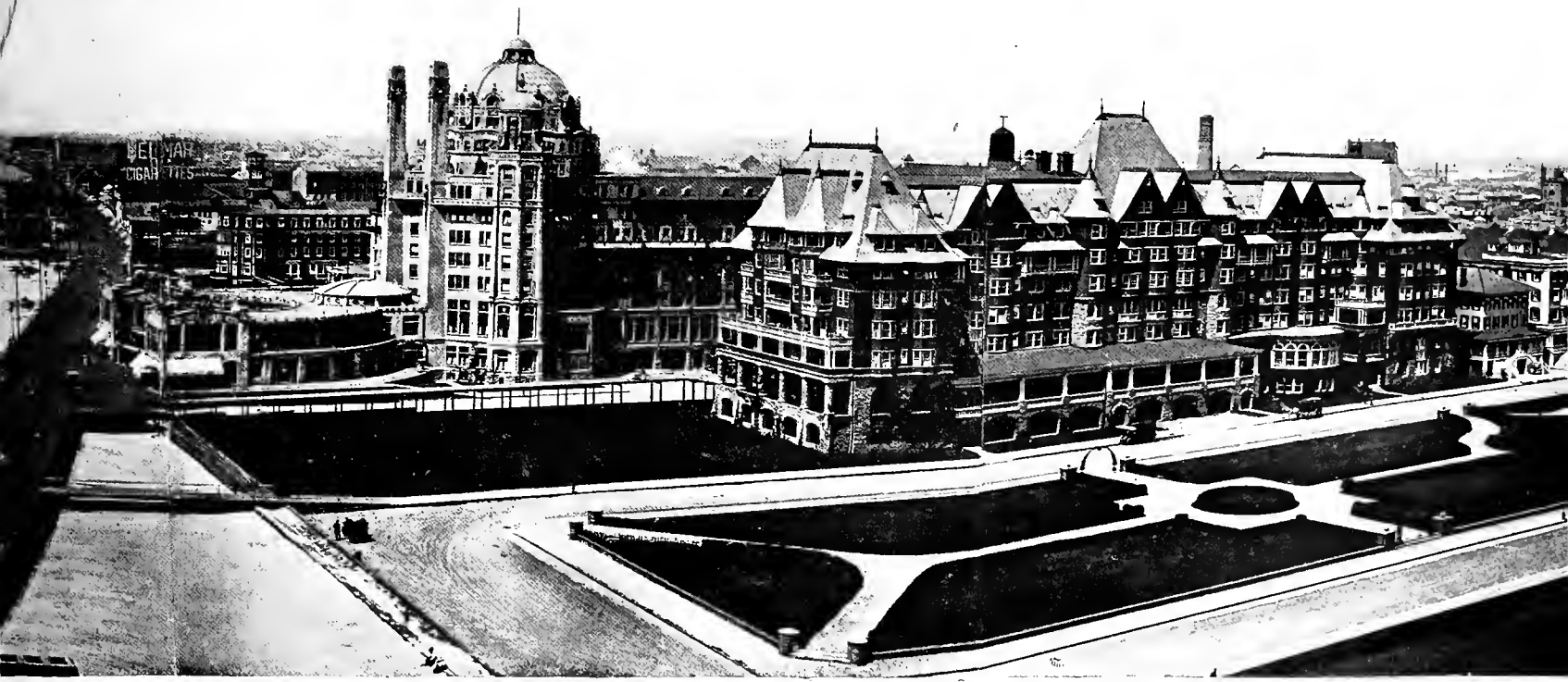
Another view showing a number of bathers—the enormous crowd along the Boardwalk—and one of the lifeboats starting out through the breakers.



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PANORAMA OF

The most beautiful portion of the Ocean Front. The view is from the Traymore Hotel looking south showing the Marlborough-Blenheim Hotel and a long stretch little spot with well-kept lawns and flower beds. The Boardwalk can be seen for nearly three miles until it disappears in the distance. Capt. Young's residence grounds are picked out with hundreds of electric lamps, presenting a pleasing pic



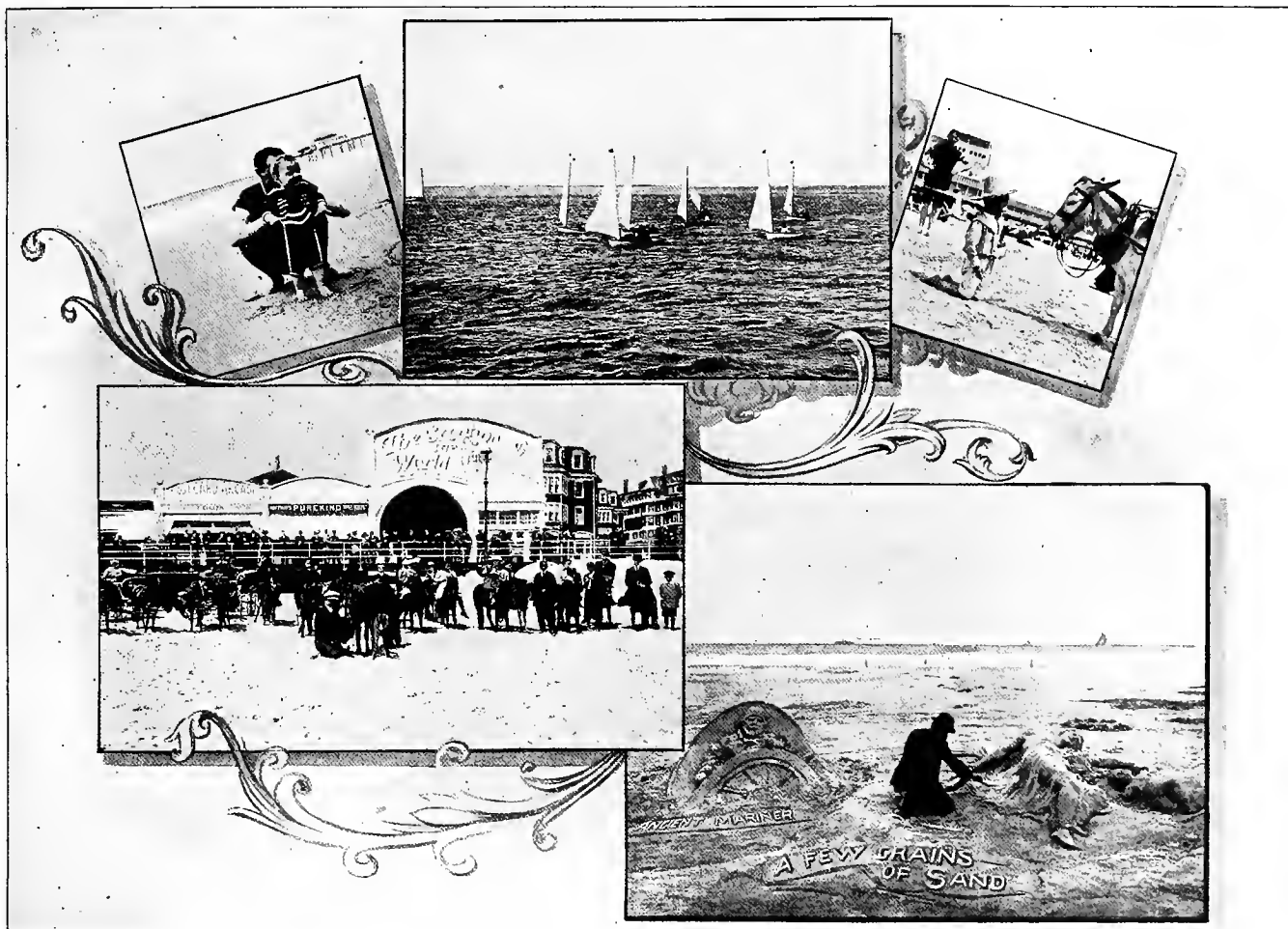
ATLANTIC CITY

of the Boardwalk, while on the left reaches out Young's New Million Dollar Pier. Between the Brighton and the Marlborough lies the "City Park"—a charming shows plainly midway on the pier, revealing the unique location chosen by this Atlantic City pioneer for his palatial home. At night the outlines of the house and ture from the Boardwalk, and warranting the closer inspection of a personal visit.



THE CHELSEA

Located in the residential portion of Atlantic City known as Chelsea. At this point and for several miles south the Boardwalk is elevated and at high tide is directly above the breakers.



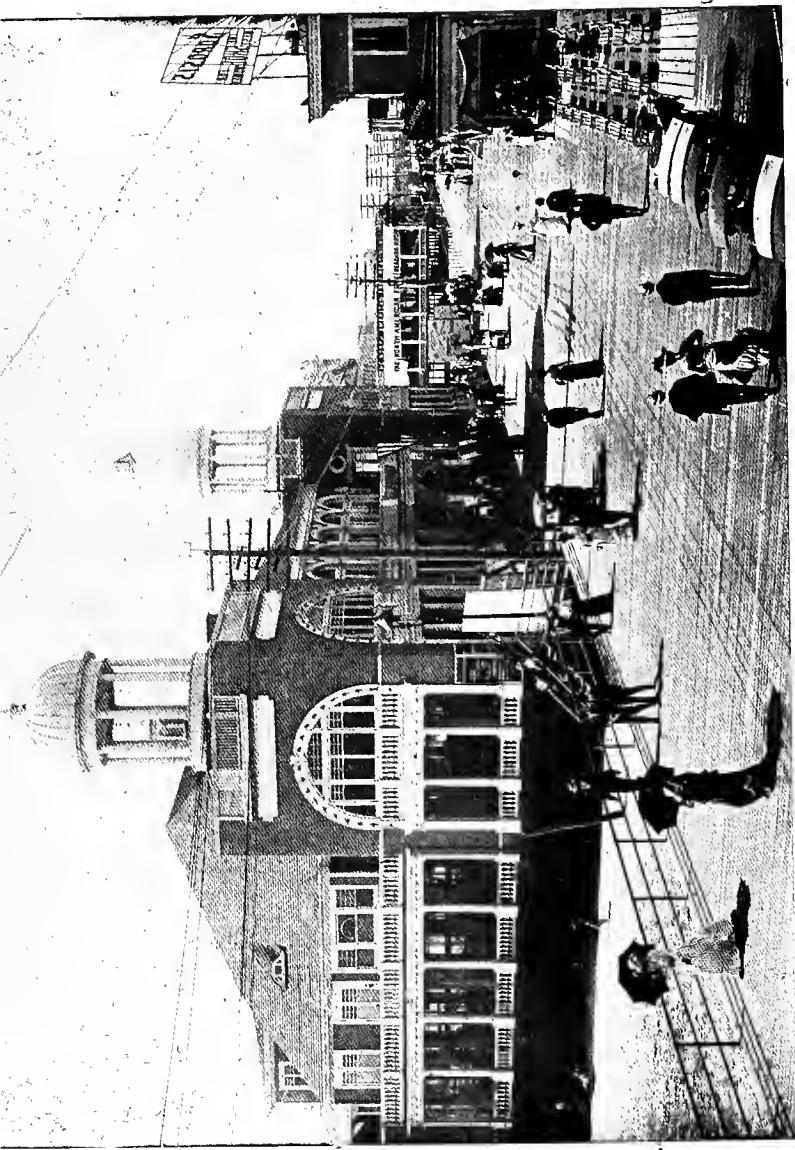
PONIES ON THE BEACH

During the spring before the bathing season begins the ponies assembled near the Million Dollar Pier provide amusement for young and old.

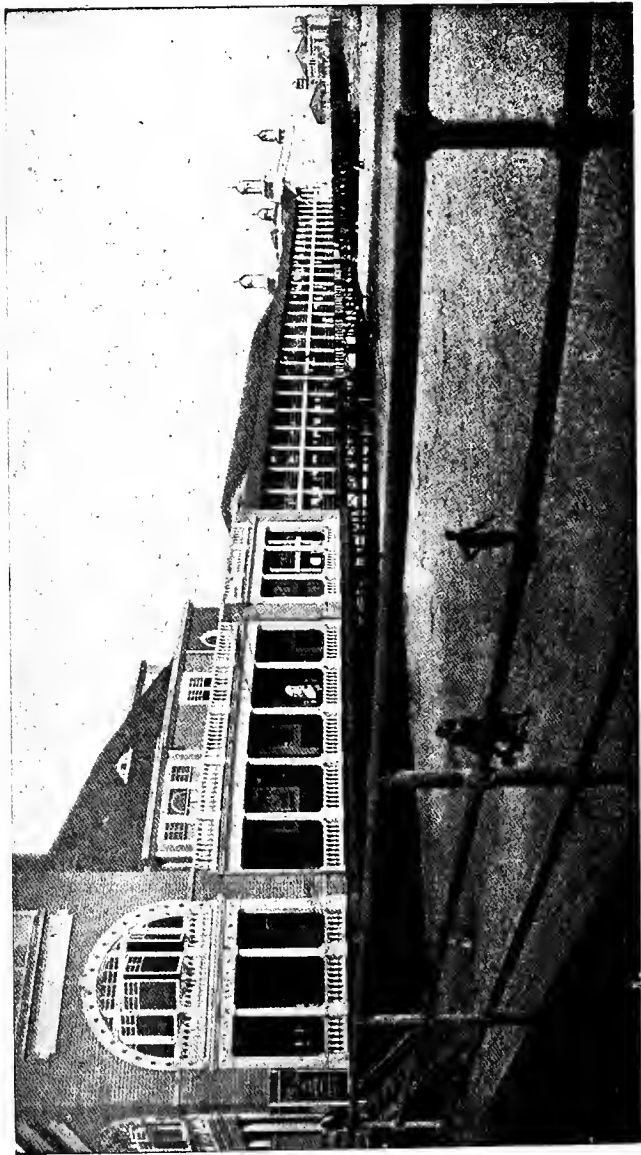
RANDOM SHOTS ALONG THE BEACH

SAND MODELING

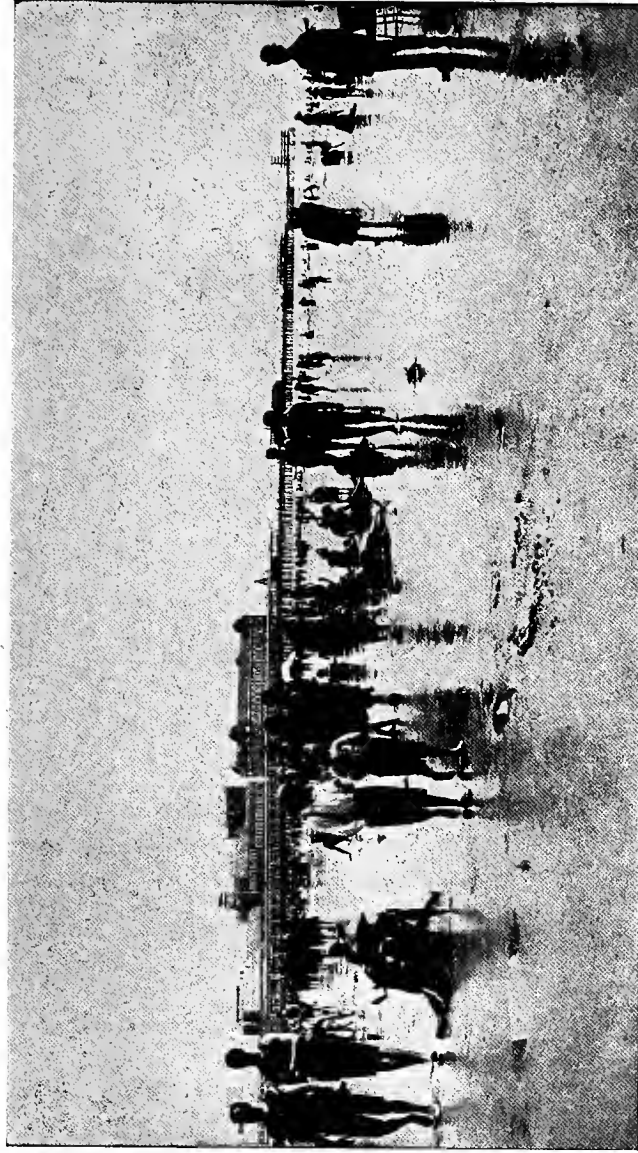
The artistic work accomplished by the sand sculptors is often admirable. The Beach is lined with specimens of the handiwork of these amateur modelers, some of distinctive merit.



ENTRANCE TO STEEL PIER
This pier is 1,750 feet long.



STEEL PIER, SHOWING MUSIC HALL
Concerts three times daily.



BEACH LOOKING TOWARD YOUNG'S PIER





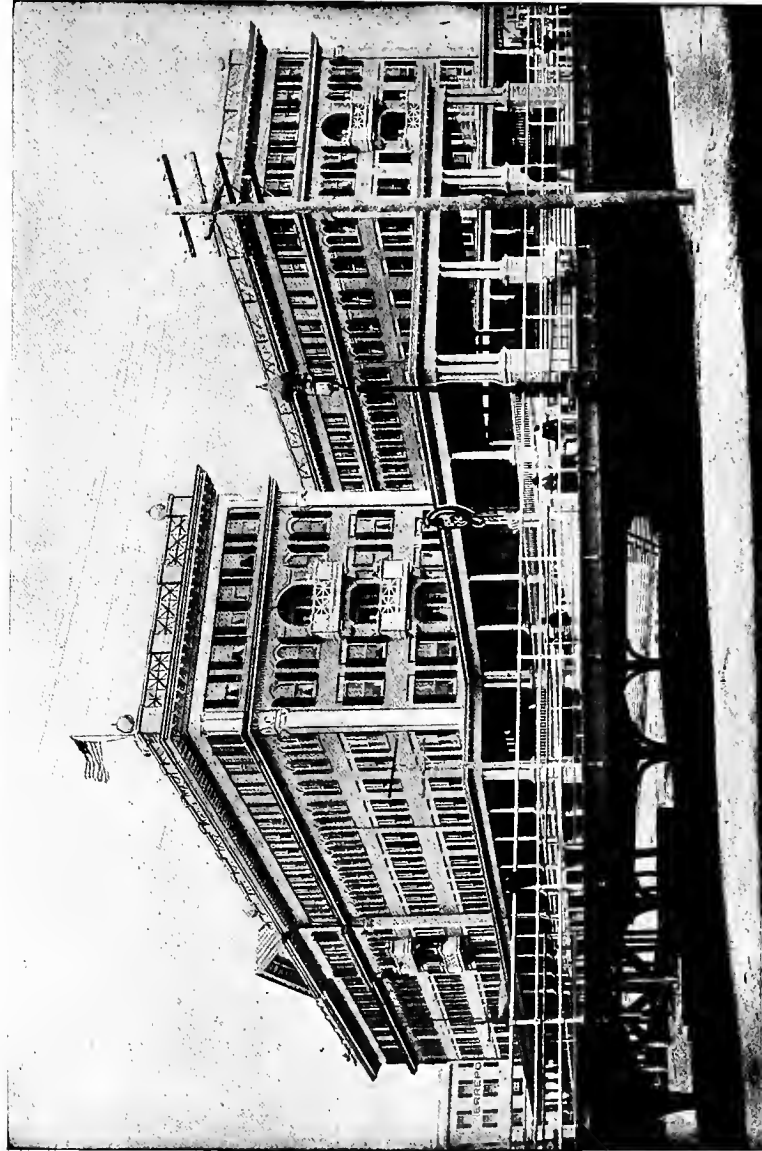
ROLLING CHAIR PARADE, BOARDWALK

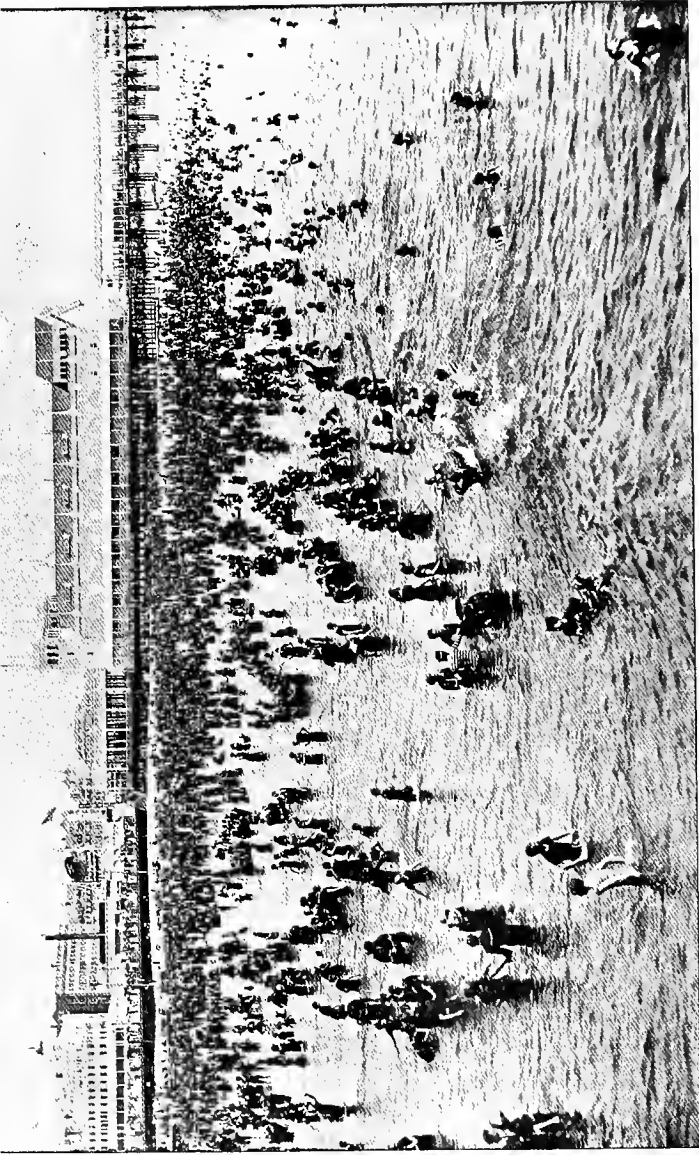


THE BEACH AT LOW TIDE
Showing the Beach with reclining chairs and shelters. The Boardwalk in the distance.



IN THE SURF





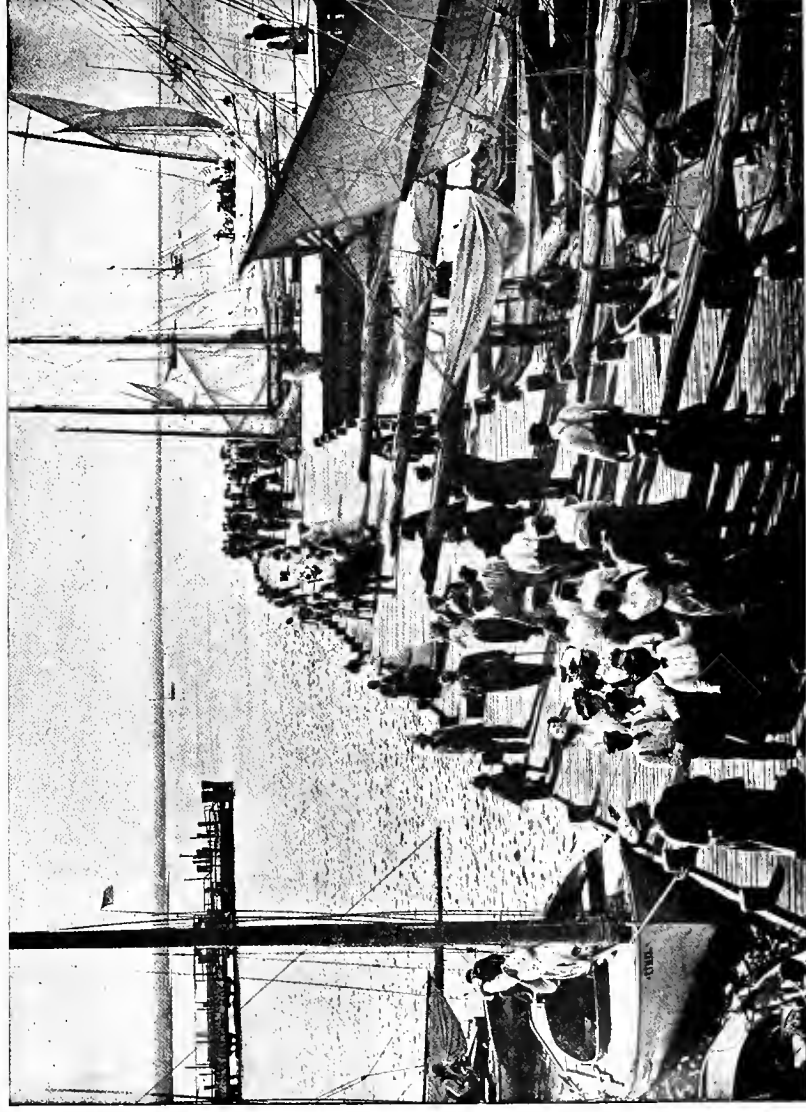
A HOT DAY IN AUGUST



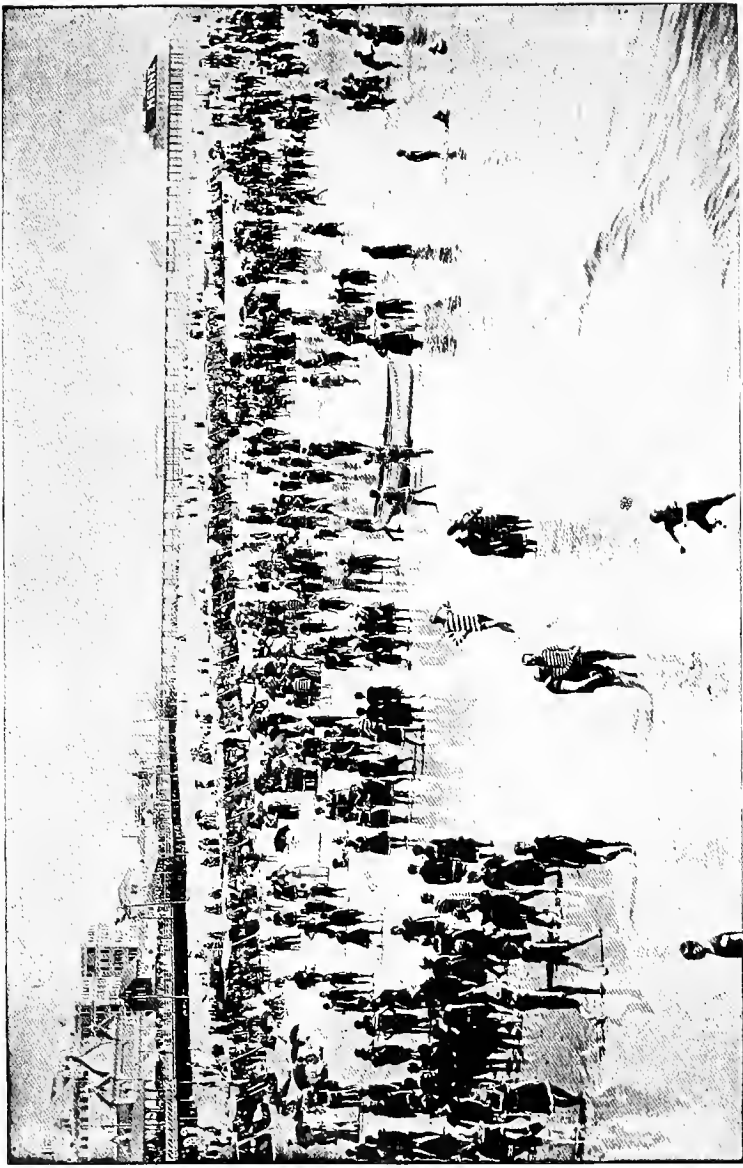
A DELIGHTFUL SAIL



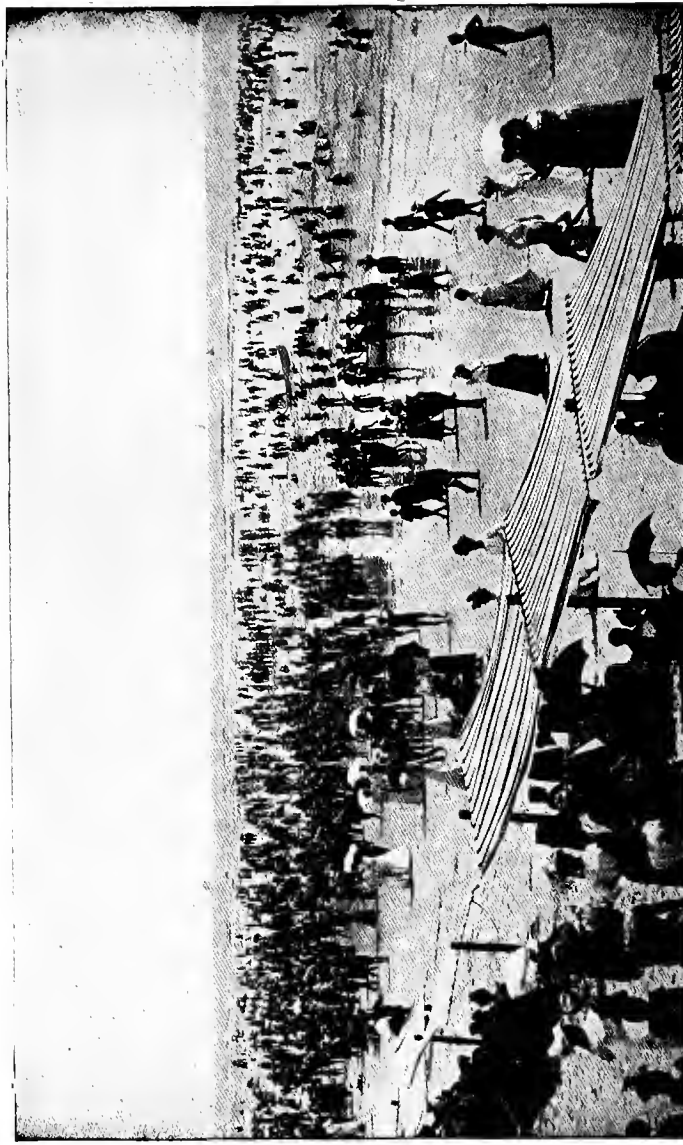
ATLANTIC CITY COUNTRY CLUB
Located a short trolley ride inland.



YACHTING PIER
Showing sailboats waiting for pleasure parties.



A BEACH SCENE AND HEINZ PIER



A BATHING SCENE
Showing the beach chairs and shelters.



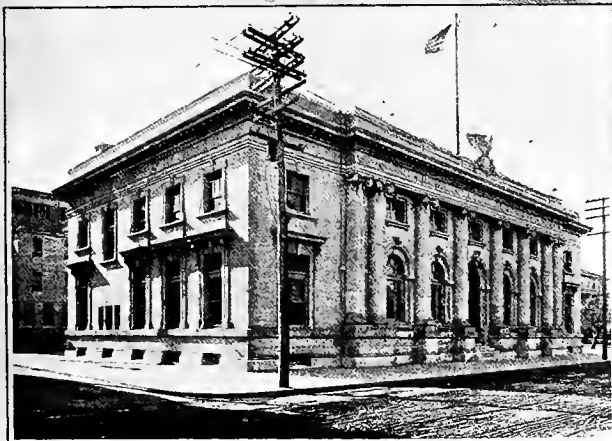
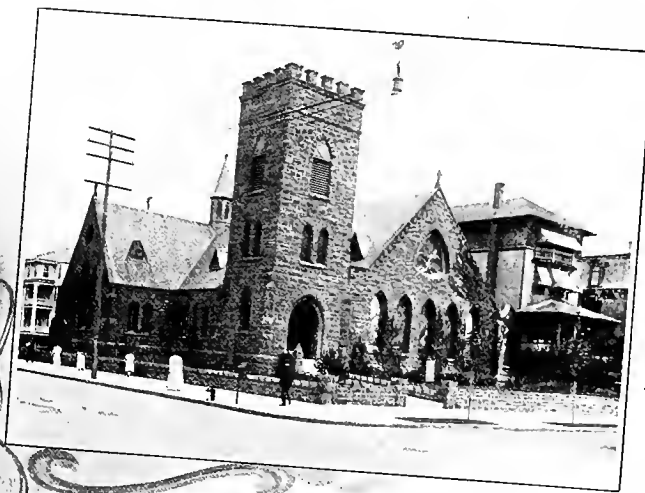
ABSECON LIGHTHOUSE

Built in 1854 at a cost of \$62,000. It is 167 feet high and required 598,634 bricks to build. The light can be seen 19 miles out to sea. The Weather Bureau and the United States Life Saving Station are



BIRD'S-EYE VIEW

Showing the Absecon Lighthouse with Royal Palace Hotel in the distance. Twenty-five years ago this lighthouse was on the Beach. The great stretch of territory now appearing between it and the water is entirely "made" land.

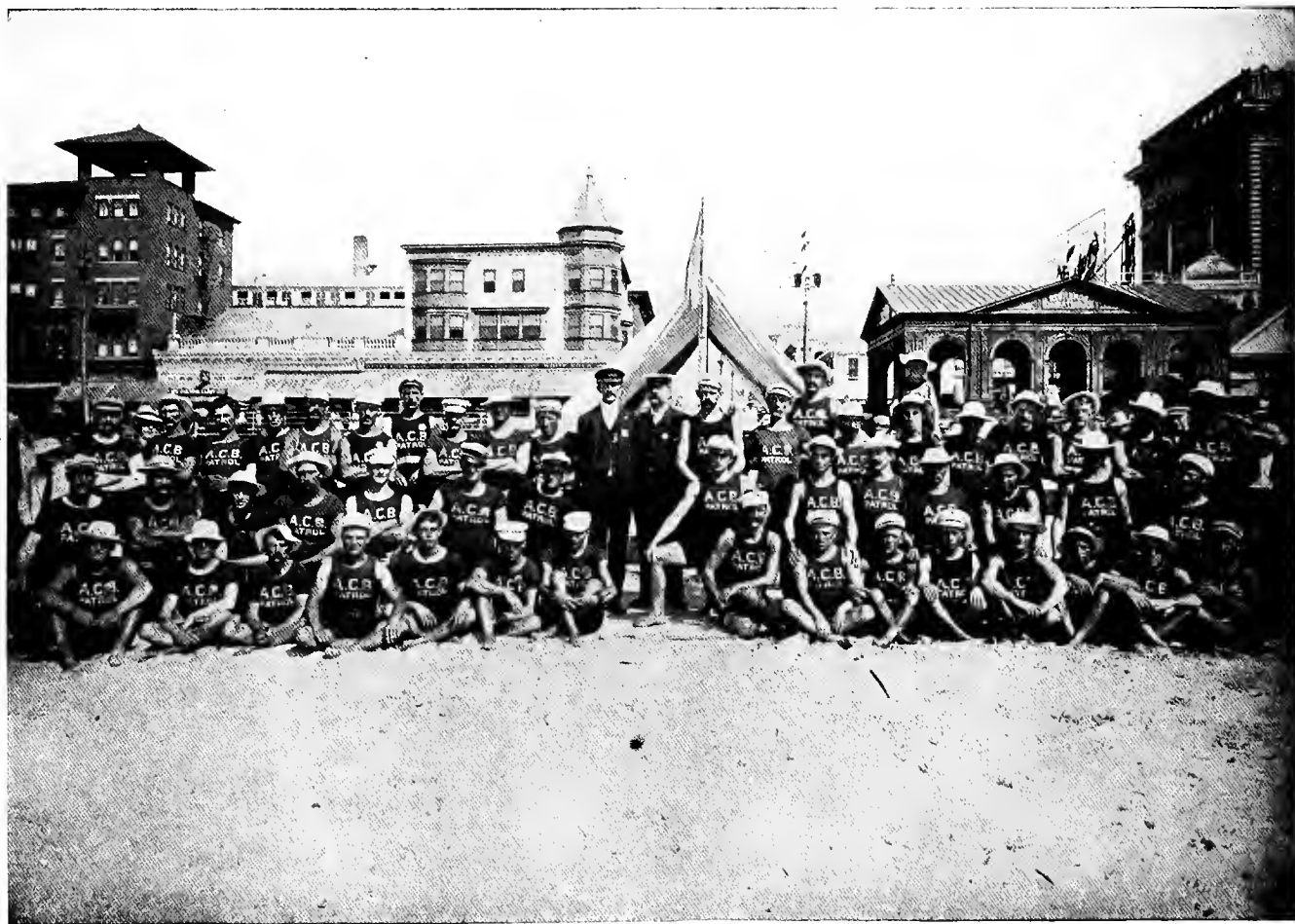


Central M. E. Church.
Post Office.

St. James Episcopal Church.
Public Library.

TYPES OF CITY ARCHITECTURE

Atlantic City possesses many beautiful buildings in the city proper. The avenues are broad, level and remarkably clean. The city is entirely free from smoke—the bugbear of many American towns—and dust and noise are unusually absent.



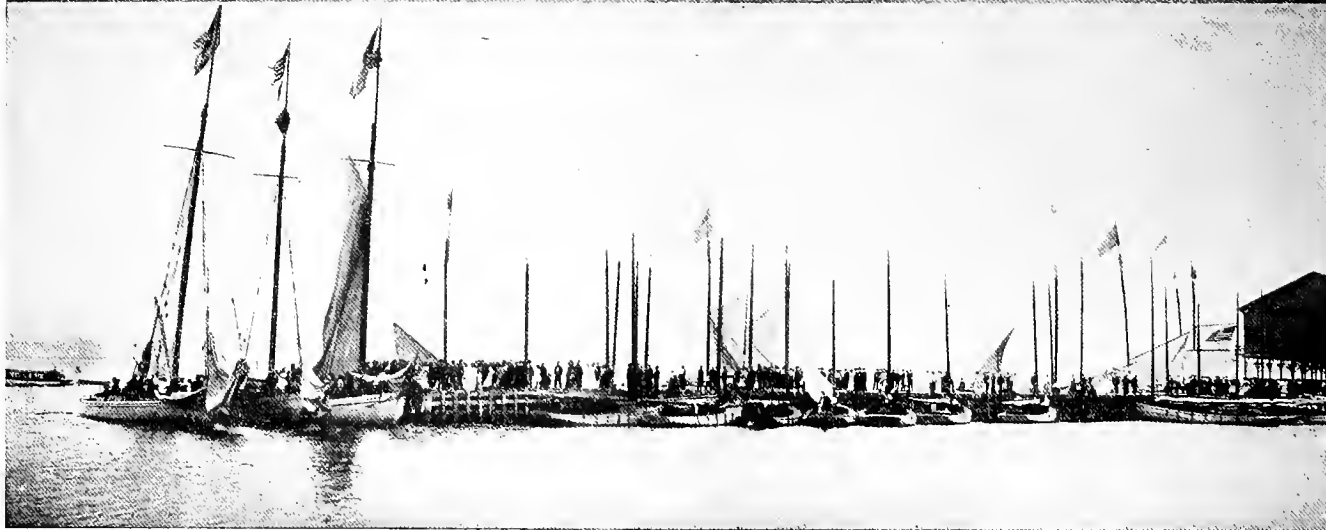
ATLANTIC CITY BEACH PATROL

While the Atlantic City bathing beach is one of the safest in the world, the municipality takes every precaution to protect over-zealous bathers. During the summer months some sixty expert swimmers known as the Atlantic City Beach Patrol, are stationed along the shore at various intervals. They are a part of the Police Force of the city, and not only preserve order among the multitude of bathers, but are ready to render instantaneous help to any in need of assistance. Two physicians are constantly on hand for emergency cases.



THE LIFE BOAT AND ITS BRAVE CREW

The United States Government maintains at Atlantic City a Life Saving Station equipped with life-boats, life-lines, breeches buoy and complete apparatus for the rescue of distressed mariners. The crew is kept in training by weekly drills. The shore for several miles is under constant patrol night and day. No more courageous or heroic men can be found than those in the life-saving service.

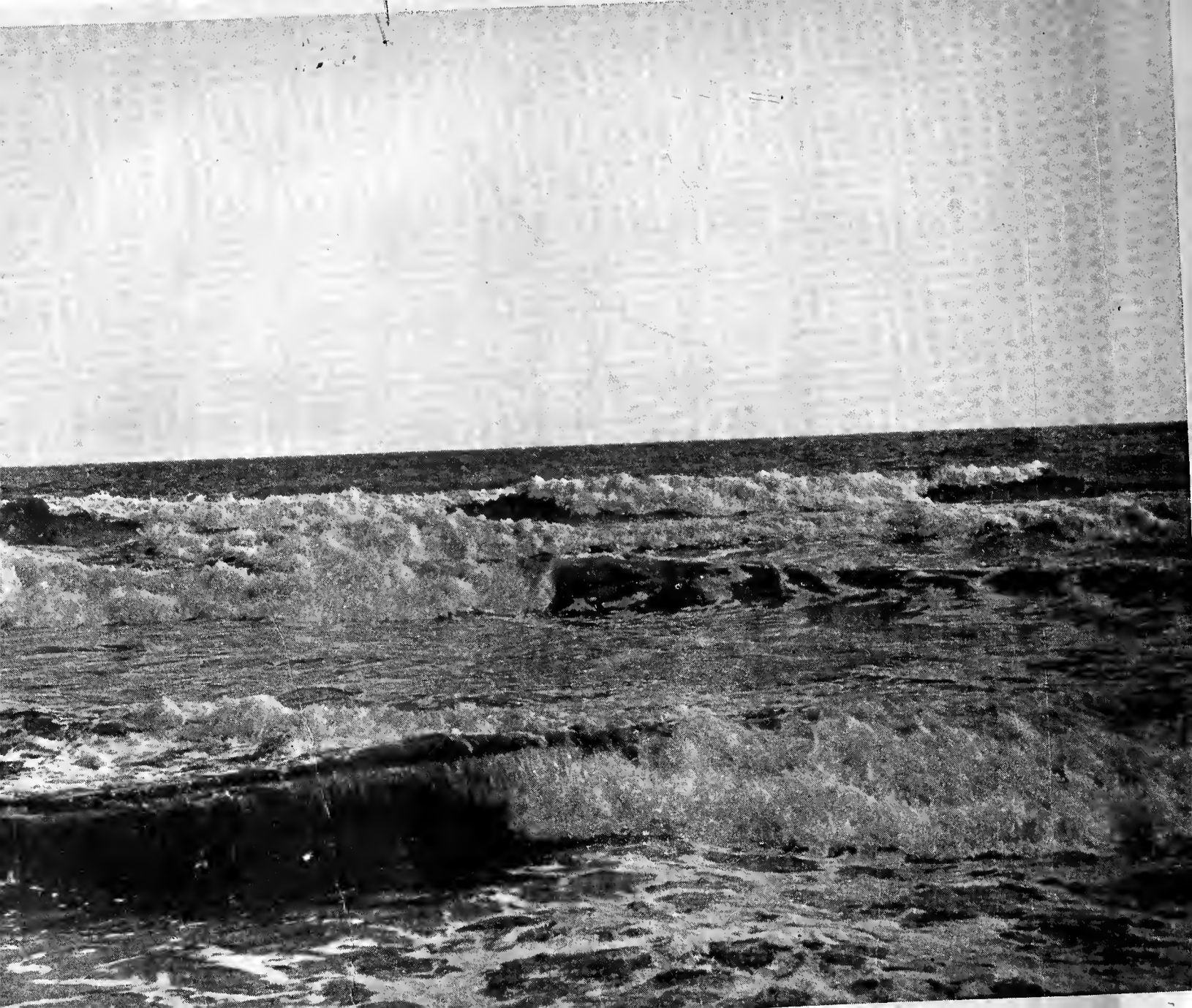


ATLANTIC CITY YACHT CLUB HOUSE
YACHT CLUB AT INLET

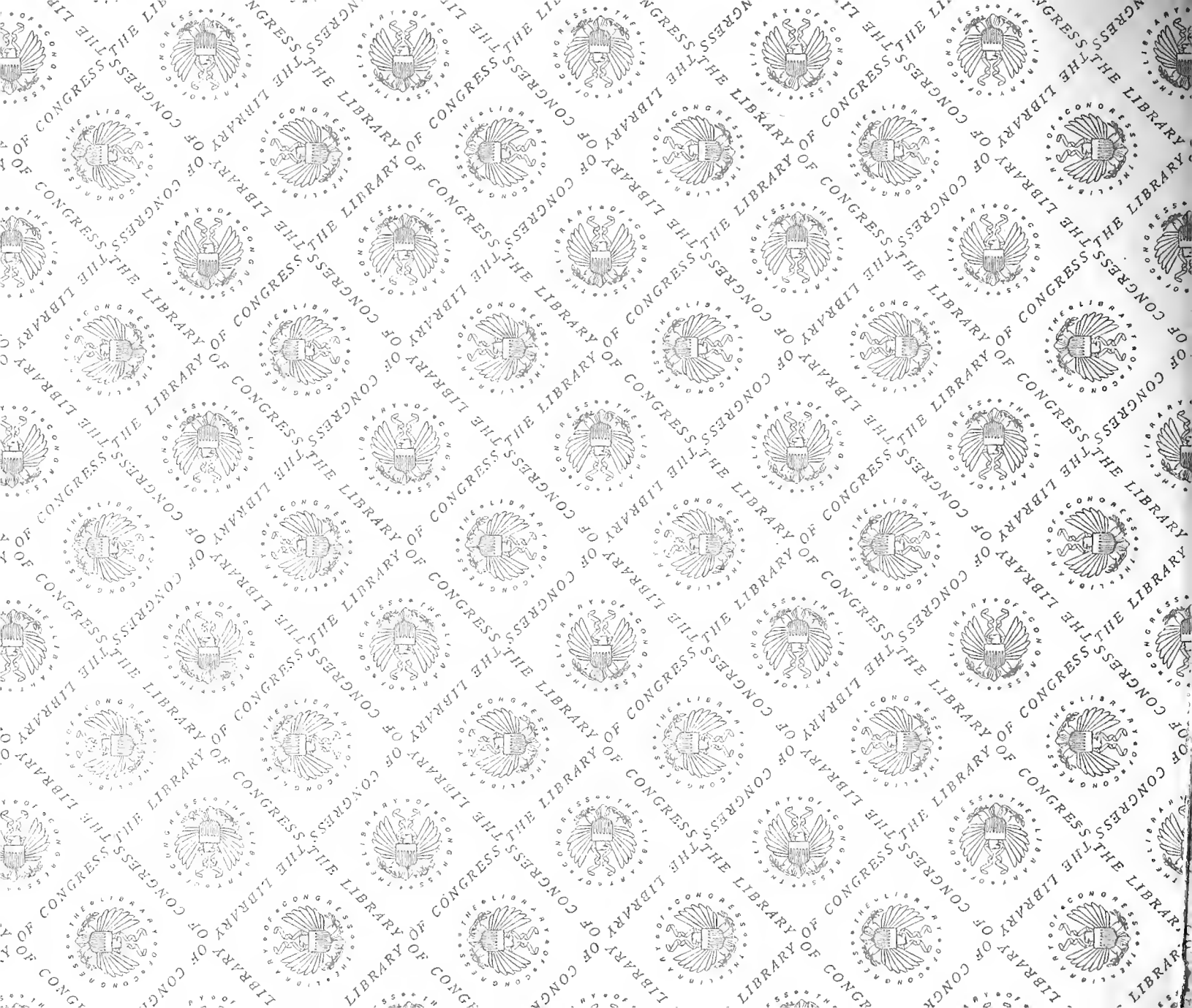
Showing the great fleet of pleasure craft, many of which are luxuriously equipped and ready for hire at a reasonable rate.

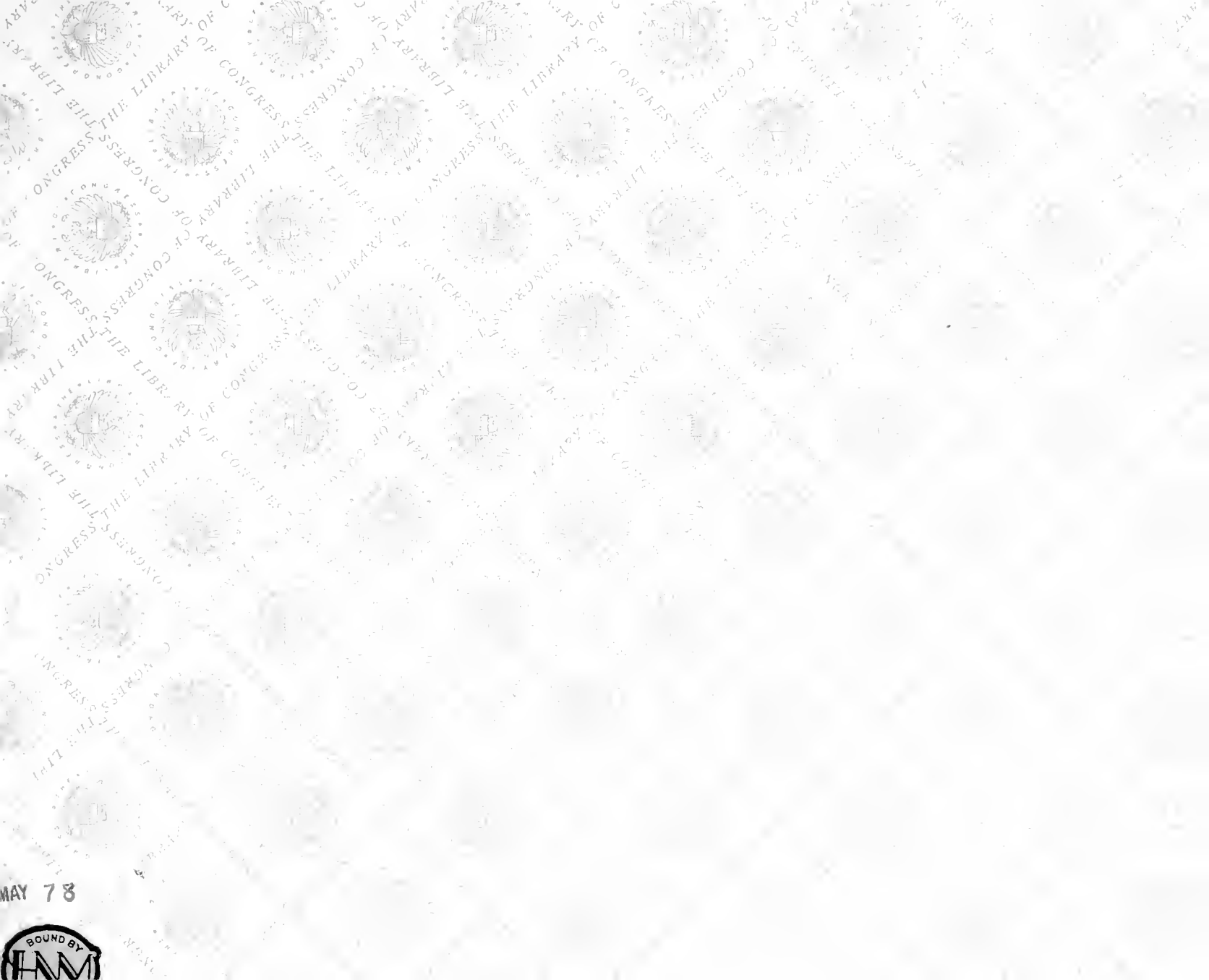


THE BOARDWALK AT NIGHT.
LOOKING SOUTH FROM YOUNG'S OCEAN PIER.









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